



WSYX Columbus  
1261 Dublin Rd  
Columbus, OH 43215

Strategic Media Placement  
7669 Slagers Loop  
Delaware, OH 43015

## Contract # 1366137

### Schedule Dates

09/04/12-09/10/12

### Advertiser

Josh Mandel OH US Senate-R (71581)

### Agency

Strategic Media Placement (6694)

### Product

POLITICAL CANDIDATE (ns) (1186)

### Brand

2645 9/4-9/10 (470987)

### Salesperson

HOUSE-COLUMBUS, WSYX/WTTE/ESYX/WWHO (1

### Sales Office

WSYX/WTTE/ESYX/WWHO

### Buyer Name

Eversol, Whitney

### Phone/Fax

(740) 201-5500 / (740) 201-5502

### CPE

2645

### Account Types

Local/Political Candidate Agency BRD

### Billing Type

Weekly/Irregular

### Comments

Date Entered 08/30/12  
Last Modified 08/31/12  
Entered By Lorie Luthman  
CO-OP No  
Headline #  
Demo  
Normal  
Package Deal  
Commission % 15.00  
Commission \$2,306.25  
Net Total \$13,068.75  
Sales Tax

Columbus (WSYX)  
By Broadcast Month  
Sep. 2012 25 \$15,375.00  
Grand Total: 25 \$15,375.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/04/12-09/06/12	2	:30	5:01A- 5:57A (EST)	1		1	1	1				3	\$125.00	\$375.00	Columbus (WSYX)		8/30/12
2.0	Normal Line / SPOT	09/10/12-09/10/12	3	:30	10:57A- 12P (EST)	1	X							1	\$400.00	\$400.00	Columbus (WSYX)		8/30/12
3.0	Normal Line / SPOT	09/06/12-09/06/12	2	:30	12P- 1P (EST)	1				X				1	\$500.00	\$500.00	Columbus (WSYX)		8/30/12
4.0	Normal Line / SPOT	09/07/12-09/07/12	3	:30	12P- 1P (EST)	1					X			1	\$350.00	\$350.00	Columbus (WSYX)		8/30/12
5.0	Normal Line / SPOT	09/10/12-09/10/12	3	:30	12P- 1P (EST)	1	X							1	\$350.00	\$350.00	Columbus (WSYX)		8/30/12
6.0	Normal Line / SPOT	09/07/12-09/07/12	3	:30	5P- 5:30P (EST)	1					X			1	\$500.00	\$500.00	Columbus (WSYX)		8/30/12
7.0	Normal Line / SPOT	09/05/12-09/05/12	2	:30	5:30P- 6P (EST)	1			X					1	\$700.00	\$700.00	Columbus (WSYX)		8/30/12
8.0	Normal Line / SPOT	09/04/12-09/04/12	2	:30	6P- 6:30P (EST)	1	X							1	\$700.00	\$700.00	Columbus (WSYX)		8/30/12
9.0	Normal Line / SPOT	09/07/12-09/07/12	3	:30	6P- 6:30P (EST)	1					X			1	\$500.00	\$500.00	Columbus (WSYX)		8/30/12
10.0	Normal Line / SPOT	09/09/12-09/09/12	3	:30	6P- 6:30P (EST)	1						X		1	\$500.00	\$500.00	Columbus (WSYX)		8/30/12
11.0	Normal Line / SPOT	09/06/12-09/06/12	3	:30	11:01P- 11:35P (EST)	1				X				1	\$550.00	\$550.00	Columbus (WSYX)		8/30/12
12.0	Normal Line / SPOT	09/07/12-09/07/12	2	:30	11:01P- 11:35P (EST)	1					X			1	\$700.00	\$700.00	Columbus (WSYX)		8/30/12
13.0	Normal Line / SPOT	09/08/12-09/08/12	2	:30	7:30P- 11P (EST)	1						X		1	\$2,500.00	\$2,500.00	Columbus (WSYX)		8/30/12
14.0	Normal Line / SPOT(B/E)	09/10/12-09/10/12	3	:15	1:15:50:1A- 5:57A (EST)	1	X							1	\$100.00	\$100.00	Columbus (WSYX)		8/30/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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Agency Strategic Media Placement (6694)  
Product POLITICAL CANDIDATE (ns) (1186)  
Brand 2645 9/4-9/10 (470987)  
Salesperson HOUSE-COLUMBUS, WSYX/WTTE/ESYX/WWHO (1)  
Sales Office WSYX/WTTE/ESYX/WWHO  
Buyer Name Eversol, Whitney  
Phone/Fax (740) 201-5500 / (740) 201-5502  
CPE 2645  
Account Types Local/Political Candidate Agency BRD  
Billing Type Weekly/Irregular  
Comments

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\$15,375.00

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15.0	Normal Line / SPOT(B/E)	09/10/12-09/10/12	3	:15	:15P- 5:30P (EST)	1	X							1	\$500.00	\$500.00	Columbus (WSYX)		8/30/12
16.0	Normal Line / SPOT(B/E)	09/06/12-09/06/12	2	:15	:15P- 5:30P- 6P (EST)	1				X				1	\$700.00	\$700.00	Columbus (WSYX)		8/30/12
17.0	Normal Line / SPOT(B/E)	09/07/12-09/07/12	3	:15	:15P- 5:30P- 6P (EST)	1					X			1	\$500.00	\$500.00	Columbus (WSYX)		8/30/12
18.0	Normal Line / SPOT(B/E)	09/05/12-09/05/12	2	:15	:15P- 6:30P (EST)	1			X					1	\$700.00	\$700.00	Columbus (WSYX)		8/30/12
19.0	Normal Line / SPOT(B/E)	09/10/12-09/10/12	3	:15	:15P- 6:30P (EST)	1	X							1	\$500.00	\$500.00	Columbus (WSYX)		8/30/12
20.0	Normal Line / SPOT(B/E)	09/10/12-09/10/12	2	:15	:15P- 11:01P- 11:35P (EST)	1	X							1	\$700.00	\$700.00	Columbus (WSYX)		8/30/12
21.0	Normal Line / Prime(B/E)	09/06/12-09/06/12	2	:15	:15P- 5:58P- 9P (EST)	1				X				1	\$2,000.00	\$2,000.00	Columbus (WSYX)	Wipeout	8/30/12
22.0	Normal Line / SPOT	09/04/12-09/04/12	2	:30	12P- 1P (EST)	1		X						1	\$500.00	\$500.00	Columbus (WSYX)		8/31/12
23.0	Normal Line / SPOT	09/04/12-09/04/12	3	:30	11:01P- 11:35P (EST)	1		X						1	\$550.00	\$550.00	Columbus (WSYX)		8/31/12

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Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments: